

# Planning for travel options

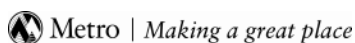
# 2014

REGIONAL TRANSPORTATION PLAN

[www.oregonmetro.gov/rtp](http://www.oregonmetro.gov/rtp)

## RTP FACT SHEETS: ONE IN A SERIES

The 2014 Regional Transportation Plan sets the course for using innovation and creativity to build a sustainable transportation system. It calls for making transportation investments that serve downtowns, main streets, job centers and other areas of urban activity. It sets out the importance of offering a range of affordable transportation options for everyone. It suggests that transportation investments should boost our economy, increase access and opportunity for underserved communities and clean our air. And it calls for on-going monitoring to ensure that as time goes on our investments are effectively coordinated across communities to make the most of past investments and keep this region a great place.



Metro crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate. Representing a diverse population of 1.5 million people in 25 cities and three counties, Metro's directly elected council gives voters a voice in decisions about how the region grows and communities prosper.

## Managing transportation demand

Through providing information and encouragement, transportation demand management improves air quality and reduces car traffic by helping people drive less and choose travel options, such as walking, biking, taking transit or ridesharing.

Communities through the region have made significant investments in transit, bicycle and pedestrian facilities. The Regional Travel Options (RTO) program creates opportunities for cities and counties to improve the performance of this infrastructure.

### A regional program, carried out at the local level

Metro coordinates the marketing efforts of regional partners to ensure a consistent message is presented to the public. Metro measures and evaluates program investments and administers the regional rideshare program.

To invest in these activities, Metro manages a regional grant program to strategically allocate funds to public and private organizations across the region. A total of \$2.1 million is available biannually. Applications are now being accepted for the 2015-2017 RTO Grant Program. The deadline for submission of proposals is December 19, 2014.

The RTO program is guided by a five-year strategic plan, updated in 2012 in partnership with local governments, non-profits and other program

stakeholders, and adopted by the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council. The Strategic Plan is available at [oregonmetro.gov/regional-travel-options-strategic-plan](http://oregonmetro.gov/regional-travel-options-strategic-plan)

### The Regional Travel Options program goals

1. Align the RTO program with regional economic development, growth management, and livability objectives.
2. Be a leader in developing local, regional, state, and national policies that promote walking, biking, transit, and high-occupancy vehicle travel
3. Support local partners to engage employers and commuters to increase the use of travel options for commute trips.
4. Develop tools to support the use of travel options to reduce drive-alone trips.



*Regional travel options programs and strategies help maximize use of cycling, walking and transit. This helps reduce auto trips and improve transportation system performance.*

## Regional Travel Options program priorities

The RTO strategic plan outlines several specific program funding target areas. These include:

**Employer outreach** Given that the greatest travel demand occurs during weekday commuting periods, travel demand management programs focus on increasing the share of trips that have a lower impact on the system. These strategies include rideshare matching, vanpooling, employer commuter services, expanded collaborative marketing campaigns for travel options, and employer or youth transit pass programs.

**Traveler information services** Improving the quality and availability of local information on various travel modes leads to more use of walking, cycling, transit and ridesharing. Successful strategies include bicycling and pedestrian wayfinding signage, and development and promotion of online tools such as transit and bicycle trip planners.

**Active transportation** Most of the growth in the number of trips across the region is for personal purposes, not commuting. Many personal trips are relatively short in distance (less than five miles) and can easily be completed by transit, walking or cycling. To support infrastructure investments in these active transportation modes, RTO programs provide information and encouragement to people interested in using these modes.

### How can we track the success of demand management with regional transportation plan performance targets?

By 2040:

- ✓ triple walking, biking and transit mode share compared to 2010
- ✓ reduce vehicle miles traveled per person by 10 percent compared to 2010
- ✓ reduce transportation-related carbon dioxide emissions per person below 1990 levels.

**Public-private partnerships** Stakeholders recognize the value of encouraging people to reduce auto trips to and within employment and commercial areas. Cities, and other organizations, including Transportation Management Associations, work with employees and visitors to bring about travel behavior change. Local jurisdictions are encouraged to work with these organizations to coordinate transportation demand management efforts.

**Individualized marketing** These are projects that focus on selected residential or employment areas, giving people information that encourages using active transportation modes, tailored to their unique trips and preferences.

**Regional marketing coordination** Ensuring that marketing messaging is consistent across the region increases public awareness of the availability and use of active transportation modes, and provides encouragement and incentives to help people choose these modes.

## Local demand management plan requirements

City and county transportation system plans shall include transportation system management and operations (TSMO) plans to improve the performance of existing transportation infrastructure within or through the city or county. According to the Regional Transportation Functional Plan, a TSMO plan shall include:

- an inventory and evaluation of existing local and regional TSMO infrastructure, strategies and programs that identify gaps and opportunities to expand infrastructure, strategies and programs
- a list of projects and strategies, consistent with the regional TSMO plan, based upon consideration of the following functional area:
  - transportation demand management investments, such as individualized marketing programs, rideshare programs and employer transportation programs.

*\*For complete language, refer to the Regional Transportation Functional Plan, section 3.08.160 Transportation System Management and Operations.*

## For further assistance

Need help developing RTO projects? Contact Metro RTO staff at [rto@oregonmetro.gov](mailto:rto@oregonmetro.gov).